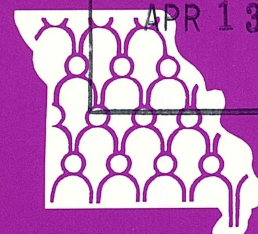


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# Missouri Census Update

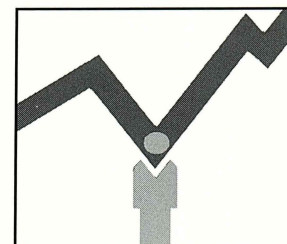


Missouri State Census Data Center, Missouri State Library

Winter 1999

## Rapid population growth in metro areas and the Ozarks

By Ryan Burson, State Demographer, Missouri Office of Administration



**R**apid population growth continues in Missouri's metropolitan areas and in the Ozarks, according to 1998 population estimates recently released by the Missouri Office of Administration and the U.S. Bureau of the Census.

The state's population increased by more than 30,000 people in one year to an estimated total of 5,438,559 on July 1, 1998. This 0.6 percent growth rate compares to a national growth rate of 1.0 percent over the same period. Much of the growth was due to migration gains—more than 10,000 people moved into the state than moved out. Natural growth (births minus deaths) was about 20,000 persons. Missouri has gained 322,000 persons, a growth rate of 6.3 percent since 1990.

Missouri population has not grown this vigorously since the 1960s. There are substantial gains in the Ozarks and in metropolitan areas, but Missouri is also experiencing new growth in rural areas north and south. Several agricultural counties are gaining population now after losing population for some time.

The 10 fastest-growing counties in

percentage terms between 1997 and 1998 were Sullivan (4.3%), Christian (4.2%), Warren (3.8%), Lincoln (3.8%), Cass (3.2%), St. Charles (3.1%), Ozark (2.7%), Benton (2.6%), Webster (2.3%), and Montgomery (2.2%). Migration gains were responsible for most of their growth. Six of the top 10 are metropolitan counties near St. Louis, Kansas City, and Springfield. Sullivan County's growth is notable because of its location in rural north Missouri—an area of long-standing population decline. Expansion in agricultural processing employment in the county is responsible for the growth.

All of the 10 counties with the largest

numerical population growth between 1997 and 1998 are metropolitan: St. Charles, Jefferson, Cass, Clay, Christian, Lincoln, Platte, Jackson, Boone, and Greene. St. Charles County led all other counties by far, growing by more than 8,000 persons. Estimates show that its population has grown by nearly 60,000 persons since the 1990 Census.

Nationwide, the West remained the fastest-growing region in the nation; its population increased 1.6 percent between 1997 and 1998. The West was followed by the South (1.3 percent), the Midwest (0.4 percent) and the Northeast (0.3 percent).

California, the nation's most populous state at 32,666,550, grew by 1.5 percent—its highest rate since 1992. It had the highest numerical increase of any state—484,000. While Nevada's growth rate slowed, it remained the nation's fastest-growing state for the 13th straight year, growing 4.1 percent between 1997 and 1998. Nevada's population has grown by a staggering 45.4 percent since April 1, 1990.

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# FYI—Population estimates for towns and cities

Currently, the most recent town/city population estimates available from the Census Bureau are for July 1, 1996. The July 1, 1997 and July 1, 1998 population estimates for all incorporated or census-designated towns and cities are slated for release in the same report, sometime during the summer of 1999. To access the list of 1996 population estimates for towns and cities in Missouri on the Internet, go to <http://www.oseda.missouri.edu/mscdc/moa/popests/> and select the format you would like to view (hypertext, ASCII text, comma-delimited, or Excel) under "Missouri sub-county estimates—places 1990-1996."

Copies of these estimates, and most other Missouri demographic reports, are also available by customized sorts. These can be produced on paper and mailed upon request or placed in electronic spreadsheet format and sent out as an e-mail attachment. For more information, or to request customized sorts of this or other reports, contact the Missouri State Census Data Center at 800-325-0131 in MO or 573-526-7648.

## New Census of Agriculture shows Missouri farms increased in number

The U.S. Department of Agriculture (USDA) has released the 1997 *Census of Agriculture* and made it available online at <http://www.nass.usda.gov/census/>. Taken every five years, the Census of Agriculture was formerly handled by the Census Bureau, but is now conducted by the USDA's National Agricultural Statistics Service. The 1997 census indicates that the number of Missouri farms increased in number from 98,082 in 1992 to 98,860 in 1997.

The Office of Social and Economic Data Analysis (OSED) at the University of Missouri has produced a Missouri overview of the Census of Agriculture highlighted on its website at <http://www.oseda.missouri.edu/index.html>. OSED's analysis includes charts, maps showing historic trends, and comparisons between the 1992 and 1997 data.

Printed materials from the 1997 *Census of Agriculture* are scheduled to be released during the spring of 1999.

## Missouri's five leading commodities in order of value of sales

COMMODITY	VALUE OF SALES (\$)	% OF MISSOURI'S TOTAL SALES
Cattle and calves	1.131 billion	21
Soybeans	1 billion	18.7
Hogs and pigs	843 million	15.7
Poultry and poultry products	753 million	14
Corn for grain	612 million	11.4

Sources: 1997 *Census of Agriculture* and "Farms" in *Missouri Continue Trends of 1980s and 1990s*, Office of Social and Economic Data Analysis, University of Missouri-Columbia, February, 1999.

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For more information about the newsletter or the State Census Data Center, contact the MSCDC Coordinator, Missouri State Library, P.O. Box 387, Jefferson City, Missouri 65102-0387; tel: 573-526-7648; <http://www.oseda.missouri.edu/mscdc/index.html>

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## 20 years for MSCDC

The Missouri State Census Data Center marks its 20th anniversary in 1999. The national census data center program was organized in 1978 when several governors signed agreements to establish state centers. Missouri joined the program in 1979, with the State Library as the lead agency.



# U.S. Supreme Court rules on statistical sampling in Census 2000

In a 5-4 decision issued on January 25, 1999, the U.S. Supreme Court ruled that statistical sampling could not be used for legislative apportionment in Census 2000. The case grew out of a controversy that emerged after the Census Bureau announced plans to use two phases of statistical sampling in Census 2000: 1) to calculate the last 10 percent of non-respondents within a census tract area, and 2) to adjust the final count after a separate survey of 750,000 people nationwide was conducted as a quality check to locate where people were overcounted or undercounted.

The Census Bureau contends that statistical sampling would be the best way to conduct an accurate, cost-effective census. It would also address the problem of undercounts that have occurred in recent censuses, particularly among minority populations. But the Supreme Court majority opinion, delivered by Justice Sandra Day O'Connor, noted that "the Census Act prohibits the proposed uses of statistical sampling in calculating the population for purposes of apportionment."

In response to the Supreme Court's ruling, Census Bureau director Kenneth Prewitt issued a press release stating "...the Census Bureau is committed to only one principle—to provide the most accurate, scientifically sound census possible in accordance with the law. The Census Bureau career professionals will conduct the census for 2000 that provides the nation apportionment numbers that do not rely on statistical sampling."

One month later, on February 24, Prewitt made a statement at a news conference at the National Press Club in Washington, D.C., that opened the

possibility of what some people are calling a two-number census. He stated in part:

*Between the 1st of April and the 31st of December [year 2000], the Census Bureau will count... everyone it possibly can. The results of this effort will meet our obligation to present apportionment counts without the use of modern statistical methods. But the work will not then be finished. Census 2000 will continue its work with an Accuracy and Coverage Evaluation in order to produce more complete and accurate numbers, which will be ready prior to April 1, 2001. It is the task of the Census Bureau to produce the best numbers possible, not to decide how they will be used. The more complete census counts will be made available in a form that allows them to be used, if it is so decided, for redistricting purposes, for determining the allocation of federal funds, and for ongoing statistical and program purposes. Some may describe this as a "two-number census," but it in fact is a*

*census that is progressively more complete, more accurate.*

*I conclude by reminding us all that the census clock ticks—relentlessly, ceaselessly. In just 372 days, the first Census 2000 forms get delivered. Given the lateness of the hour, we must acknowledge the hard reality that we no longer have the luxury of debates about alternative designs, or substitute procedures. No matter how well intentioned, we cannot now take a chance on untested operations or late additions. The largest peacetime mobilization in U.S. history must go forward based on the considered professional judgement of the career scientific and operational experts at the Census Bureau ... We are up to the task, but only if we are allowed to do the task.*

**Note:** The Supreme Court decision regarding statistical sampling is available online at <http://supct.law.cornell.edu/supct/html/98-404.ZD.html>.

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## From the 1998 Current Population Survey

- Approximately 10 percent of adults (19.4 million) were "currently divorced" in 1998.
- Among those between 25 and 34 years old, about 35 percent (14 million) had never been married.
- Nearly half (45 percent) of women 65 years old and over were widowed.
- About 28 percent (20 million) of all children under 18 years of age in the United States lived with just one parent.
- The majority of children who lived with just one parent in 1998 lived with their mother (84 percent).
- Approximately four million children (nearly 6 percent of all children under age 18) lived in the household of their grandparents.
- Almost 22 million adult sons and daughters age 18 or older live in a home maintained by one or both parents, up from 15 million in 1970.



## ► Rapid population growth

from page 1

In the Midwest, Kansas was the fastest-growing state (17th in the nation). Total population in Kansas was estimated to be 2,629,067 in 1998, a 1.1 percent increase over the 1997 esti-

mate of 2,601,437. The Census Bureau estimated the nation as a whole grew by 1.0 percent between July 1, 1997 and July 1, 1998, increasing from 267,744,000 to 270,299,000.

The new population estimates were prepared through a cooperative program between the state and fed-

eral governments. They are based on the 1990 Census and administrative records of population change since 1990. For current estimates of other areas in the United States, consult Internet site <http://www.census.gov/population/www/estimates/popest.html>.

	Change from July 1997 to July 1998								Change from					
	July 1, 1998 Estimate	Total Change	Total Change Rank	Percent Change	Percent Change Rank	Demographic Components			Total Change	Percent Change				
						Births	Deaths	Net Migration*			April 1990 to July 1998			
Missouri	5,438,559	30,104	-	0.6%	-	74,320	54,299	10,083	321,658	6.3%	fips code		1990 Pop	1997 Pop
Adair County	24,286	-52	95	-0.2%	90	269	246	-75	-291	-1.2%	29001	1	24,577	24,338
Andrew County	15,562	190	44	1.2%	33	173	153	170	930	6.4%	29003	2	14,632	15,372
Atchison County	6,999	-96	102	-1.4%	111	60	92	-64	-458	-6.1%	29005	3	7,457	7,095
Audrain County	23,573	99	60	0.4%	65	305	277	71	-26	-0.1%	29007	4	23,599	23,474
Barry County	33,120	433	24	1.3%	29	452	379	360	5,573	20.2%	29009	5	27,547	32,687
Barton County	12,078	160	49	1.3%	28	196	145	109	766	6.8%	29011	7	11,312	11,918
Bates County	15,770	28	73	0.2%	74	176	187	39	745	5.0%	29013	8	15,025	15,742
Benton County	17,040	439	23	2.6%	8	173	262	528	3,181	23.0%	29015	9	13,859	16,601
Bollinger County	11,513	41	69	0.4%	69	118	118	41	894	8.4%	29017	10	10,619	11,472
Boone County	129,098	1,226	9	1.0%	44	1,765	764	225	16,719	14.9%	29019	11	112,379	127,872
Buchanan County	81,776	-44	92	-0.1%	85	1,097	979	-162	-1,307	-1.6%	29021	13	83,083	81,820
Butler County	40,561	145	51	0.4%	68	555	545	135	1,796	4.6%	29023	14	38,765	40,416
Caldwell County	8,838	107	58	1.2%	34	113	109	103	458	5.5%	29025	15	8,380	8,731
Callaway County	37,437	540	19	1.5%	23	434	300	406	4,628	14.1%	29027	16	32,809	36,897
Camden County	33,952	682	15	2.0%	12	316	341	707	6,457	23.5%	29029	17	27,495	33,270
Cape Girardeau County	66,314	288	32	0.4%	64	821	671	138	4,681	7.6%	29031	19	61,633	66,026
Carroll County	10,217	0	83	0.0%	83	128	183	55	-531	-4.9%	29033	20	10,748	10,217
Carter County	6,387	53	65	0.8%	48	76	86	63	872	15.8%	29035	21	5,515	6,334
Cass County	80,520	2,503	3	3.2%	5	1,042	628	2,089	16,712	26.2%	29037	22	63,808	78,017
Cedar County	13,215	135	55	1.0%	41	142	190	183	1,122	9.3%	29039	23	12,093	13,080
Chariton County	8,621	-173	112	-2.0%	115	71	138	-106	-581	-6.3%	29041	25	9,202	8,794
Christian County	48,997	1,992	5	4.2%	2	657	348	1,683	16,353	50.1%	29043	26	32,644	47,005
Clark County	7,467	-53	96	-0.7%	104	90	90	-53	-80	-1.1%	29045	27	7,547	7,520
Clay County	176,206	2,251	4	1.3%	30	2,391	1,282	1,142	22,795	14.9%	29047	28	153,411	173,955
Clinton County	19,070	380	26	2.0%	13	252	221	349	2,475	14.9%	29049	29	16,595	18,690
Cole County	69,307	514	20	0.7%	50	895	595	214	5,728	9.0%	29051	31	63,579	68,793
Cooper County	16,029	-30	87	-0.2%	88	199	158	-71	1,194	8.0%	29053	32	14,835	16,059
Crawford County	22,165	201	39	0.9%	46	319	254	136	2,992	15.6%	29055	33	19,173	21,964
Dade County	7,892	-25	86	-0.3%	92	106	129	-2	443	5.9%	29057	34	7,449	7,917
Dallas County	15,245	193	43	1.3%	31	183	178	188	2,599	20.6%	29059	35	12,646	15,052
Daviess County	7,842	47	68	0.6%	57	99	112	60	-23	-0.3%	29061	37	7,865	7,795
DeKalb County	11,129	86	61	0.8%	49	88	135	133	1,162	11.7%	29063	38	9,967	11,043
Dent County	14,103	23	75	0.2%	76	176	184	31	401	2.9%	29065	39	13,702	14,080
Douglas County	12,422	138	52	1.1%	37	142	131	127	546	4.6%	29067	40	11,876	12,284
Dunklin County	32,700	-133	108	-0.4%	94	476	484	-125	-412	-1.2%	29069	41	33,112	32,833
Franklin County	91,763	938	11	1.0%	40	1,247	822	513	11,160	13.8%	29071	43	80,603	90,825
Gasconade County	14,890	-11	85	-0.1%	86	180	200	9	884	6.3%	29073	44	14,006	14,901
Gentry County	6,938	40	70	0.6%	59	83	119	76	84	1.2%	29075	45	6,854	6,898
Greene County	226,758	1,132	10	0.5%	63	3,108	2,202	226	18,809	9.0%	29077	46	207,949	225,626
Grundy County	10,159	-67	99	-0.7%	100	138	179	-26	-377	-3.6%	29079	47	10,536	10,226
Harrison County	8,506	55	64	0.7%	54	96	136	95	37	0.4%	29081	49	8,469	8,451
Henry County	21,232	137	53	0.6%	55	246	292	183	1,188	5.9%	29083	50	20,044	21,095
Hickory County	8,617	31	72	0.4%	67	89	141	83	1,282	17.5%	29085	51	7,335	8,586
Holt County	5,554	-86	101	-1.5%	112	60	82	-64	-480	-8.0%	29087	52	6,034	5,640
Howard County	9,741	1	81	0.0%	81	105	116	12	110	1.1%	29089	53	9,631	9,740
Howell County	35,776	194	42	0.5%	60	483	428	139	4,329	13.8%	29091	55	31,447	35,582
Iron County	10,871	-106	105	-1.0%	108	136	203	-39	145	1.4%	29093	56	10,726	10,977
Jackson County	654,986	1,241	8	0.2%	73	9,656	6,304	-2,111	21,752	3.4%	29095	57	633,234	653,745
Jasper County	99,532	674	16	0.7%	53	1,478	1,109	305	9,067	10.0%	29097	58	90,465	98,858
Jefferson County	195,675	2,756	2	1.4%	25	2,702	1,327	1,381	24,295	14.2%	29099	59	171,380	192,919
Johnson County	47,644	452	22	1.0%	45	627	280	105	5,130	12.1%	29101	61	42,514	47,192
Knox County	4,355	5	80	0.1%	79	42	59	22	-127	-2.8%	29103	62	4,482	4,350
Laclede County	31,209	541	18	1.8%	16	455	359	445	3,871	14.3%	29105	63	27,158	30,488



	Change from July 1997 to July 1998								Change from					
	July 1, 1998 Estimate	Total Change	Total Change Rank	Percent Change	Percent Change Rank	Demographic Components			Total Change	Percent Change				
						Births	Deaths	Net Migration*						
Lafayette County	32,653	200	41.0	0.6%	56	364	392	228	1,546	5.0%	29,107	64	31,107	32,453
Lawrence County	33,122	352	29.0	1.1%	39	449	393	296	2,886	9.5%	29,109	65	30,236	32,770
												66		
Lewis County	10,199	59	63	0.6%	58	136	136	59	-34	-0.3%	29111	67	10,233	10,140
Lincoln County	36,556	1,325	6	3.8%	4	471	303	1,157	7,664	26.5%	29113	68	28,892	35,231
Linn County	13,808	-153	110	-1.1%	110	177	195	-135	-77	-0.6%	29115	69	13,885	13,961
Livingston County	14,151	-100	103	-0.7%	103	177	194	-83	-441	-3.0%	29117	70	14,592	14,251
McDonald County	19,887	189	45	1.0%	43	321	192	60	2,949	17.4%	29119	71	16,938	19,698
Macon County	15,278	-4	84	0.0%	84	197	245	44	-67	-0.4%	29121	73	15,345	15,282
Madison County	11,481	12	77	0.1%	80	119	166	59	354	3.2%	29123	74	11,127	11,469
Maries County	8,473	123	57	1.5%	22	107	101	117	497	6.2%	29125	75	7,976	8,350
Marion County	27,771	-37	88	-0.1%	87	376	356	-57	89	0.3%	29127	76	27,682	27,808
Mercer County	4,003	7	79	0.2%	75	31	61	37	280	7.5%	29129	77	3,723	3,996
												78		
Miller County	22,422	-112	106	-0.5%	95	303	301	-114	1,722	8.3%	29131	79	20,700	22,534
Mississippi County	13,395	-83	100	-0.6%	99	175	200	-58	-1,047	-7.2%	29133	80	14,442	13,478
Moniteau County	13,263	19	76	0.1%	77	164	123	-22	965	7.8%	29135	81	12,298	13,244
Monroe County	9,021	28	73	0.3%	70	101	117	44	-83	-0.9%	29137	82	9,104	8,993
Montgomery County	12,074	258	38	2.2%	10	132	149	275	719	6.3%	29139	83	11,355	11,816
												84		
Morgan County	18,434	360	27	2.0%	14	211	258	407	2,860	18.4%	29141	85	15,574	18,074
New Madrid County	20,370	-139	109	-0.7%	102	278	270	-147	-558	-2.7%	29143	86	20,928	20,509
Newton County	49,152	771	14	1.6%	20	676	491	586	4,707	10.6%	29145	87	44,445	48,381
Nodaway County	20,777	-179	113	-0.9%	106	243	209	-213	-932	-4.3%	29147	88	21,709	20,956
Oregon County	10,164	171	48	1.7%	18	114	164	221	694	7.3%	29149	89	9,470	9,993
												90		
Osage County	12,425	-64	98	-0.5%	96	149	118	-95	407	3.4%	29151	91	12,018	12,489
Ozark County	9,897	260	36	2.7%	7	92	115	283	1,299	15.1%	29153	92	8,598	9,637
Pemiscot County	21,516	-41	90	-0.2%	89	396	304	-133	-405	-1.8%	29155	93	21,921	21,557
Perry County	17,410	-105	104	-0.6%	98	259	198	-166	762	4.6%	29157	94	16,648	17,515
Pettis County	37,069	201	39	0.5%	61	483	406	124	1,632	4.6%	29159	95	35,437	36,868
												96		
Phelps County	38,592	277	35	0.7%	51	440	387	224	3,344	9.5%	29161	97	35,248	38,315
Pike County	16,347	278	34	1.7%	17	181	204	301	378	2.4%	29163	98	15,969	16,069
Platte County	70,068	1,271	7	1.8%	15	944	399	726	12,201	21.1%	29165	99	57,867	68,797
Polk County	25,530	137	53	0.5%	62	343	297	91	3,704	17.0%	29167	100	21,826	25,393
Pulaski County	38,507	332	31	0.9%	47	562	270	40	-2,800	-6.8%	29169	101	41,307	38,175
												102		
Putnam County	4,912	-43	91	-0.9%	107	64	75	-32	-167	-3.3%	29171	103	5,079	4,955
Ralls County	8,813	37	71	0.4%	66	82	88	43	337	4.0%	29173	104	8,476	8,776
Randolph County	24,024	48	67	0.2%	72	343	312	17	-346	-1.4%	29175	105	24,370	23,976
Ray County	23,708	394	25	1.7%	19	310	217	301	1,740	7.9%	29177	106	21,968	23,314
Reynolds County	6,624	-54	97	-0.8%	105	60	83	-31	-37	-0.6%	29179	107	6,661	6,678
												108		
Ripley County	14,072	158	50	1.1%	36	194	179	143	1,769	14.4%	29181	109	12,303	13,914
St. Charles County	272,353	8,231	1	3.1%	6	4,000	1,359	5,590	59,602	28.0%	29183	110	212,751	264,122
St. Clair County	9,080	-47	93	-0.5%	97	108	134	-21	623	7.4%	29185	111	8,457	9,127
St. Genevieve County	17,503	352	29	2.1%	11	185	151	318	1,466	9.1%	29186	112	16,037	17,151
St. Francois County	55,517	824	13	1.5%	21	658	649	815	6,613	13.5%	29187	113	48,904	54,693
												114		
St. Louis County	998,696	-3,463	114	-0.3%	93	13,302	9,342	-7,423	5,188	0.5%	29189	115	993,508	1,002,159
Saline County	22,703	-153	110	-0.7%	101	280	289	-144	-820	-3.5%	29195	116	23,523	22,856
Schuyler County	4,443	49	66	1.1%	38	48	80	81	207	4.9%	29197	117	4,236	4,394
Scotland County	4,814	-51	94	-1.0%	109	77	81	-47	-8	-0.2%	29199	118	4,822	4,865
Scott County	40,262	-113	107	-0.3%	91	585	438	-260	886	2.3%	29201	119	39,376	40,375
												120		
Shannon County	8,252	101	59	1.2%	32	99	80	82	639	8.4%	29203	121	7,613	8,151
Shelby County	6,802	8	78	0.1%	78	81	84	11	-140	-2.0%	29205	122	6,942	6,794
Stoddard County	29,623	65	62	0.2%	71	332	423	156	728	2.5%	29207	123	28,895	29,558
Stone County	26,807	357	28	1.3%	27	315	232	274	7,729	40.5%	29209	124	19,078	26,450
Sullivan County	7,040	288	32	4.3%	1	102	118	304	714	11.3%	29211	125	6,326	6,752
												126		
Taney County	34,504	476	21	1.4%	26	484	351	343	8,943	35.0%	29213	127	25,561	34,028
Texas County	22,357	1	81	0.0%	82	280	247	-32	881	4.1%	29215	128	21,476	22,356
Vernon County	19,436	189	45	1.0%	42	242	222	169	395	2.1%	29217	129	19,041	19,247
Warren County	24,600	905	12	3.8%	3	328	187	764	5,066	25.9%	29219	130	19,534	23,695
Washington County	22,966	259	37	1.1%	35	266	225	218	2,586	12.7%	29221	131	20,380	22,707
												132		
Wayne County	13,059	187	47	1.5%	24	157	166	196	1,516	13.1%	29223	133	11,543	12,872
Webster County	29,108	663	17	2.3%	9	425	258	496	5,355	22.5%	29225	134	23,753	28,445
Worth County	2,295	-40	89	-1.7%	114	23	44	-19	-145	-5.9%	29227	135	2,440	2,335
Wright County	19,578	133	56	0.7%	52	254	195	74	2,820	16.8%	29229	136	16,758	19,445
St. Louis City	339,316	-5,485	115	-1.6%	113	5,979	4,824	-6,640	-57,369	-14.5%	29510	137	396,685	344,801

\* Includes domestic and international net migration, net federal citizen movement, and a small residual.

Source: Federal-State Cooperative Program for Population Estimates, March 1999



# Local complete count committees vital for success of Census 2000

By John Groth, Census Bureau Government Partnership Specialist for Eastern Missouri

*Editor's note: Plans for promotion of Census 2000 activities in Missouri include the organization of a statewide Complete Count Committee to be formed in the spring of 1999. The purpose of this committee will be to serve as a resource for local complete count committees around the state and to publicize how important it is for every person in Missouri to be counted in the upcoming census. Details about the formation of the statewide committee will be included in the Spring 1999 issue of Missouri Census Update.*



**Time:** April of the year 2000

**Place:** Missouri

Mrs. Smithton has a problem—her dog just mangled her census questionnaire. She knows it is important to fill out the form and return it promptly. If she didn't know it before, the commercials she's been seeing on television have been reminding her of that. In fact, she heard that if her family didn't return their form, someone working for the Census Bureau would come to the door to assist her in gathering the information. But her problem is that she's scheduled to leave the next day to visit her sister in Florida; she'll be gone for a month.

Does Mrs. Smithton's dilemma sound familiar? How many times does a census form get lost or misplaced? What happens if there is a question about filling out the form or about census procedures? What if the person filling out the form has a language or reading barrier? What if the person completing the form has a physical handicap that makes filling out the form difficult?

Two things need to happen to overcome local hurdles such as these. First, there must be local officials who recognize that even though Census 2000 is a national program, local entities have a vested interest in getting a complete, accurate count. Since census figures are used to justify and calculate dollars that flow back to a community, an undercount means dollars lost. Accurate census data are also important because they provide the basis for local planning, attracting new businesses to an area, and forecasting future needs in areas such as transportation and housing. Second, local governments enhance the Census Bureau's efforts significantly by bringing their local knowledge to the census process—knowledge the Census Bureau does not have.

A particularly effective way to promote census efforts at the local level is to form a local complete count committee. Such a committee, comprised of local citizens representing the many areas of a community—government, business, education, religious and community-based organizations—has the possibility of achieving the goal of widespread participation in Census 2000.

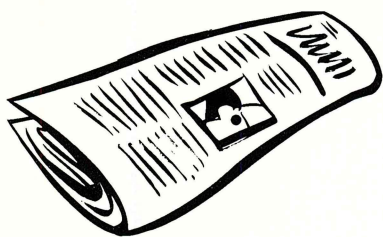
Luckily, Mrs. Smithson's community formed a complete count committee. She knows that census questionnaires are available in her town at the local library, community center, and city hall. She also knows there is a local number she can call to talk to a volunteer who can answer questions she may have about the census form. Moreover, her nephew, who has problems with reading, knows about volunteers who are available and will read the form to him and help him fill in the correct responses.

The Census Bureau has produced a *Complete Count Committee Guidebook* that provides ideas for the active involvement of government officials in promoting the census for residents in their jurisdiction. The guidebook suggests a structure for organizing a local campaign, provides a listing of activities that can be implemented, and furnishes a timetable for these activities. The guidebook also describes many of the Census Bureau's promotional projects and major census operations to help local officials understand more fully how they can participate in the census. The goal of local complete count committees is the participation in Census 2000 for the benefit of the community and its residents.

Complete Count Committee guidebooks are available from John Groth at 314-539-7482 (phone) or 317-539-7482 (fax) or Tina Dreiling at the Census Bureau's Kansas City Regional Office at 816-801-2020 (phone) or 816-801-2019 (fax). Both are available to assist local governments in establishing a complete count committee or similar initiative.



## News Briefs



### Cuts in American Community Survey Program will not affect Missouri

Due to budget constraints, the Census Bureau scaled back American Community Survey (ACS) sampling in some areas of the country designated as test sites. However, none of the three ACS pilot counties in Missouri were downscaled or eliminated. Iron, Reynolds, and Washington counties in Missouri will be sampled at the 5 percent level as originally planned. The ACS is the Census Bureau's program for continuous measurement. As this program is phased in over the next few years, more up-to-date information (even for very small geographic areas) can be provided between censuses. If all goes as planned by the Census Bureau, the ACS will replace the long-form census questionnaire by the year 2010.

### New educational attainment data for Missouri

A report released from the Census Bureau's Current Population Survey, *Educational Attainment in the United States: March 1998*, indicates that 81.7 percent of the non-institutionalized population in Missouri over age 18 had attained the level of high school graduation or above in 1998; 21 percent has attained a bachelor's degree or higher.

The full report provides tables for educational attainment by individual states and the United States as a whole. It is available online (in Adobe Acrobat format) from the Census Bureau's website at <http://www.census.gov/population/www/socdemo/educ-attn.html>. Paper copies can be ordered by sending a request for PPL-99, *Educational Attainment in the United States: March 1998*, along with a check or money order for \$30 payable to Commerce-Census-88-00-9010. Mail to: U.S. Department of Commerce, Bureau of the Census, P.O. Box 277943, Atlanta, GA 30384-7943, or call the Census Bureau's Statistical Information Office at 301-457-2422.

### State and Metropolitan Area Data Book 1997-98 available

The most recent edition of the *State and Metropolitan Area Data Book* is now available from the Government Printing Office. This publication, a companion to *Statistical Abstract*, provides the latest demographic and economic trend information for states and metropolitan statistical areas in the United States.

To order a copy of the 1997-98 edition, contact the Government Printing Office at 201-512-1800 (phone) or 202-512-2250 (fax). Cost is \$24; the order number is GPO S/N 003-024-08827-4.

### County Business Patterns

The Census Bureau released 1996 *County Business Patterns* in December 1998. U.S., state, and county profiles are available on the Census Bureau's website at <http://www.census.gov/epcd/cbp/view/cbpview.html>. This website also includes ordering information for the print copies and/or CD-ROMs.

### Median age in Missouri is 35.4

The most recent population estimates by age (1997) indicate that median age in Missouri is 35.4. Comparatively, 18 states and the District of Columbia have a higher median age than Missouri; 31 states have a lower median age. West Virginia and Florida residents have the highest median age at 38.1 and 38, respectively. Utah contin-

ues its tradition of being the "youngest" state. Median age there is 26.9, significantly lower than the state with the next to lowest median age, Alaska at 31.8. Median age for the United States as a whole is estimated to be 34.9.

Source: U.S. Census Bureau, Department of Commerce, *State Population Estimates*

### Census Bureau's data retrieval system renamed "American Factfinder"

The Census Bureau has renamed its new Web-based data retrieval system being implemented for Census 2000. The system, formerly known as DADS—Data Access Dissemination System, is now known as the American Factfinder.

The American Factfinder system will permit users to access information about their community, economy, and society via the Internet. The first version of the system is now on the Web.

### Poverty estimates for Missouri counties and school districts

The Census Bureau released 1995 poverty estimates in February for all counties and school districts in the nation. Missouri estimates are available for viewing and/or downloading at the Missouri State Census Data Center website's "estimates and projections" page: <http://www.oseda.missouri.edu/mscdc/estimates.html>. Be sure to read the "warning labels" about the accuracy of the estimates at <http://www.oseda.missouri.edu/mscdc/data tables/sdpovnote.html>.

Contact the Missouri State Census Data Center at 800-325-0131, ext. 10, in MO or 573-526-7648 to request a paper copy of the new poverty estimates. The Census Bureau has provided downloadable data files for school districts and counties nationwide at <http://www.census.gov/hhes/www/saipe.html>.





# North American Industry Classification System replaces Standard Industrial Classification System

By Paul T. Zeisset and Mark E. Wallace, Economic Planning and Coordination Division, U.S. Bureau of the Census

In 1997, the Office of Management and Budget (OMB) announced the adoption of a new industry classification to replace the Standard Industrial Classification (SIC) System, a system used to classify most business and industry data in the United States. The new classification, the North American Industry Classification System (NAICS), makes improvements and identifies over 350 new industries. As 1997 Economic Census data is released this year, it will present a unique opportunity to show the interrelationships between the old and new classification systems. At the same time, the introduction of the new classification system will cause breaks in times series far more profound than any prior revision of the SIC system.

Updating industry classifications is not new. Since its introduction in the 1930s, the SIC system has been revised or updated every 10 or 15 years, reflecting new developments in the American economy and addressing problems identified by data users and statistical agencies. The most recent change to the SIC system occurred in 1987. That revision identified a number of new high-tech industries, tripled the number of classifications within computer-related services, and gave us our first industry categories for computer and software stores, videotape rental stores, and manufacturers of plastic bottles. Nonetheless, the 1987 revision left three quarters of all industries unchanged, and left the broad structure and hierarchy intact, including such basic sector groupings as manufacturing, retail trade, services, and construction.



The objectives of NAICS are much broader. Not only will the system identify new industries, but the process will also reorganize the system according to a more consistent economic principle. It will be organized according to types of production activities performed, rather than the mixture of production-based and market-based categories in the SIC. This will allow for the presentation of more detail for the rapidly expanding service sector that accounts for most economic activity, but only 40 percent of SIC categories. Furthermore, the system is redefined jointly with Canada and Mexico so that comparable statistics could be obtained for the three NAFTA trading partners.

Several new industries are being recognized separately for the first time with the introduction of NAICS. A few of them reflect "high-tech" developments such as fiber optic cable manufacturing, satellite communications, and the reproduction of computer software. Others reflect less technological changes in the economy: bed and breakfast inns, environmental consulting, warehouse clubs, pet supply stores, credit card issuing, diet and weight reduction centers. Taken together, these new industries provide an interesting review of the profound

ways our economy has changed over recent years.

NAICS groups the economy into 20 broad sectors, up from the 10 divisions of the SIC system. Many of the new sectors reflect recognizable parts of SIC divisions, such as the "Utilities and Transportation" sectors, broken out from the SIC division "Transportation, Communications, and Utilities." Similarly, the SIC division for service industries has been subdivided to form several new sectors with longer names: professional, scientific and technical services; management, support, waste management, and remediation services; education services; health and social assistance; arts, entertainment, and recreation; and other services except public administration.

Other sectors represent combinations of pieces from more than one SIC division. The new information sector includes major components from transportation, communications, and utilities (broadcasting and telecommunications), manufacturing (publishing), and service industries (software publishing, data processing, information services, motion picture and sound recording). The accommodation and food services sector puts together hotels and other lodging places from service industries, and eating and drinking places from retail trade.

For detailed NAICS/SIC conversion tables, visit the Missouri State Census Data Center website at <http://www.census.gov/epcd/www/ec97nw.htm>. To request a paper copy, call the center at 573-526-7648 or 800-325-0131, ext. 10 in Missouri.



### Useful bookmarks on the Web

#### Federal Financial Institutions Examination Council

<http://www.ffiec.gov/>

From the homepage, select "FFIEC geocoding system" to access the page which allows users to enter a street address and then be provided with the census tract number/block numbering area (BNA) where the address is located. Also provides the federal information processing standard (FIPS) codes for the county, state, and, if applicable, the metropolitan statistical area where the address entered is found.

#### Oregon State University's Government Information Sharing Project

<http://govinfo.kerr.orst.edu/>

This site offers Web access to a variety of federal statistical information issued on CD-ROM and distributed through the Federal Depository Library Program. In addition to 1990 census data and more recent population estimates, the site includes Regional Economic Information System (REIS), USA Counties, School District Data Book, Consolidated Federal Funds Report, and Equal Employment Opportunity File.

#### GIS User Groups

<http://msdis.missouri.edu/usergroup.html>

This homepage provides links to Missouri geographic information system user groups that have been formed to promote communication and networking among GIS users. Includes Benchmark GIS User Group, Kansas City Arc/Info User Group, and Mid-Missouri GIS User Group. It is maintained by the Missouri Spatial Data Information Service (MSDIS) at the University of Missouri, also provides links to regional and national GIS groups.

## Preserving census graphics from the 19th century

Census Bureau employee Dave DesJardins has been awarded a \$25,000 Pioneer Fund Grant to produce a historical census atlas on CD-ROM to preserve the presentation of census statistical data in graphic form from the 19th century.

The year-long project will preserve graphs and maps from the 1870 and 1890 census atlases. The First Atlas of the United States—the 1890 Census Atlas by Francis Walker is world renowned for its innovations in the presentation of statistical data in graphic form. "It's kind of like the Gutenberg Bible," said DesJardins. "It's just that famous in its own right. The graphics are just incredible. There are a lot of firsts in it ...the first subdivided squares and the first population pyramids. The atlases are also noted for the exquisite quality of their maps, prepared under the direction of Henry Gannet, who many consider to be the 'Father of American Cartography'."

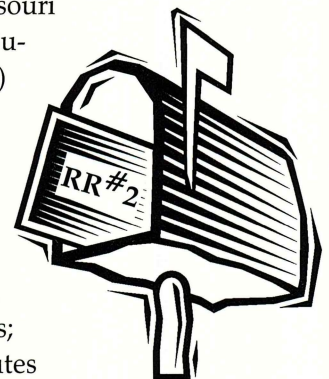
The first priority is to scan these historical graphs and maps into a computer database so they are not only preserved, but widely available to interested users. Extra space on the CD-ROMs will be supplemented with samples of current demographic and economic characteristics of our country, highlighting several themes in America during the past century, such as immigration and urbanization.

The Pioneer Fund, recognized as a unique government program that allows creative employee ideas to take shape, was established in 1987 as part of the Commerce Department's Departmental Quality Improvement Initiative. Any Commerce Department employee may apply for grants of up to \$50,000.

Source: "Grant Helps Preserve a Piece of Census History," *Census Counterparts* (December/January 1998-99), p. 6.

## Missouri State Census Data Center and affiliates partner with Census Bureau to provide local address list training

One hundred and twenty-five local officials in Missouri participated in the 1999 round of the Census Bureau's Local Update of Census Address (LUCA) training sessions in February. The LUCA Program was initiated by the Census Bureau for Census 2000 as a way to obtain valuable local review and input prior to Census 2000. The goal of the program is to have accurate address lists and mapping for Census 2000. The 1998 LUCA Program provided review for areas with city-style addresses; the 1999 program focused on areas where rural routes are the common address styles.





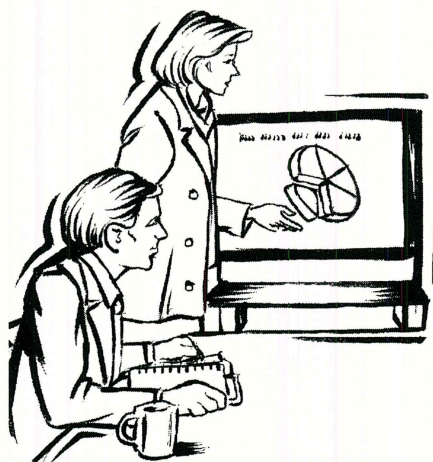
# Missouri libraries prepare for Census 2000

**R**epresentatives from the library community in the St. Louis area met recently to discuss ways Missouri libraries can participate in Census 2000 activities and support complete count efforts in Missouri. John Groth, partnership specialist for the U.S. Bureau of the Census, and Debbie Pitts, coordinator for the Missouri State Census Data Center, provided updates about current preparations for Census 2000 and listened as librarians offered suggestions about ways Missouri libraries might support Census 2000 efforts. The following ideas were offered as possibilities for development:

- ◆ Have extra census forms and census forms in other languages available in libraries.
- ◆ Provide newsletter items, drop-in articles, and information sheets for libraries to use in publications.
- ◆ Develop library programs that highlight census topics as Census 2000 approaches (e.g., senior

citizen program that explains how to find Missouri demographic information on the Internet and explores the importance of accurate census data for future genealogists).

- ◆ Display laminated census forms in libraries prior to census day.
- ◆ Conduct a mock census for children with questions such as child's age and number of pets.
- ◆ Host a session for people who



might have trouble filling out census forms on their own; stress the fact that the information is completely confidential and explain why it is important for each person to fill out the form and return it to the Census Bureau.

- ◆ List books for children that focus on the importance of each person and the value of every individual being counted.
- ◆ Develop activity sheets for children (adapted from the national "Census in Schools" material) that have Missouri-specific themes and can be used in Missouri libraries.
- ◆ Provide libraries with information about funds lost each year for every person not counted in the census.

Suggestions offered at the planning meeting will be used as the basis for developing a plan and materials for a "Census 2000 in Missouri Libraries" program.

## Worldwide gains in life expectancy pose health-care challenges

Major increases in life expectancy in many parts of the world during the past 100 years have set the stage for health-care challenges in the 21st century for both developed and developing countries, according to an international brief released by the Census Bureau, *Gender and Aging: Mortality and Health*. "Countries around the world are confronting the challenges posed by aging populations," said Census Bureau analyst Kevin Kinsella, co-author of the brief with Yvonne Gist. "While the pace of

aging varies, all nations are, or soon will be, facing important issues regarding health care for their expanding older populations. Most issues will affect elderly women, who greatly outnumber elderly men in most nations."

In more than half of all developed countries, women's life expectancy at birth is at least 80 years, which is seven years higher on average than men. In developing countries, the average gender gap in life expectancy at

birth is only three years. In Japan, life expectancy at age 60 rose nine years for women and nearly seven years for men between the years of 1950 and 1990.

The report also indicates that the number of widows is rising rapidly in most parts of the world, as is the number of never-married older women. Still, women who reach older age can expect to live more disability-free years than their male counterparts.



## "Census in Schools" introduced



Secretary of Commerce William M. Daley has unveiled a program aimed at mobilizing the nation's schools in the campaign to increase participation in Census 2000. The first major activity to promote Census 2000, "Census in Schools" involves teaching school children about the importance of Census 2000 and about its benefits for them, their families, and their communities.

"Children accounted for more than half of the four million net undercount after the 1990 Census. This cheated thousands of children and communities out of the many resources and programs they deserve," Daley said.

As a part of the program, teaching materials about Census 2000 will be delivered to every public, private, and parochial school in the nation, as well as to many adult education classes. The project will especially focus on reaching every teacher in hard-to-enumerate areas.

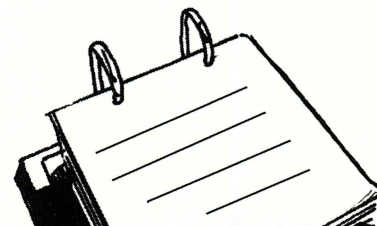
The "Census in Schools" materials come in three versions for use by grades K-4, 5-8, and 9-12. They include a 24-page teaching guide containing an overview of the census and six lessons providing practical applications. The lessons fulfill standard curriculum requirements in math, geography, and social studies.

The program will target about 43,000 schools in areas with low census response rates. Among them are schools with large numbers of Native American students and schools with large numbers of migrant farm children. Specially designed materials will also be sent to adults taking classes in reading, English-as-a-Second-Language, citizenship, and those studying for their General Equivalency Diploma. Also targeted will be parents who have children enrolled in Head Start centers.

The Census Bureau contracted with Scholastic Inc., a publisher of children's books and teaching materials, to produce the "Census in Schools" products. Several teachers have already commented on the usefulness of the materials. Jane Moriarty, a middle-school teacher from Troy, Michigan, commented, "They represent interdisciplinary learning in a real-life situation, clearly connecting the classroom to the community." Dot Ely, a middle-school teacher in Campion, New Hampshire, said, "This is an important topic. Students know very little about collecting or using census data. The materials can be used independently or easily connected to other curriculum areas."

## Missouri State Census Data Center plans annual conference

The Missouri State Census Data Center's annual conference will be held at the Ramada Inn in Columbia, Missouri, on July 21, 1999. Pre-conference training sessions will be offered during the afternoon of the day before the conference. Informational flyers will be mailed to everyone who receives *Missouri Census Update*, so watch for details in the near future. Plans call for training sessions and conference presentations to focus on topics such as Census 2000 activities, forming local complete count committees for Census 2000, using census data with geographic information systems, new resources on the Internet, population and poverty estimates, and issues of data warehousing.



### Calendar

#### May 18-19

1999 Governor's Economic Development Conference at Tan-Tar-A Resort in Osage Beach. Contact Terry Boldt at the Missouri Department of Economic Development (573-751-9064) for information.

#### July 20-21

Missouri State Census Data Center Annual Conference (21st) and pre-conference training sessions (20th) at the Ramada Inn in Columbia. For additional information, contact the Missouri State Library at 800-325-0131, ext. 10 in MO or 573-526-7648.



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## Older people as caregivers — a worldwide phenomenon

A new report from the Census Bureau, *Gender and Aging: Caregiving*, shows that older people throughout the world are playing an increasingly important role in caring for relatives. "There is a perception that older people typically receive care from younger people," reported Victoria Velkoff, one of the authors of the study. "That image is changing. In many cases, the elderly are themselves the caregivers, whether they are caring for a spouse, a sibling, a child, or a grandchild." For the purposes of this study, the elderly are defined as age 60 and over.

### Other findings of the study:

- For many older people, their spouse provides their primary care; this occurs in both developed and developing nations, for both men and women.
- Pressure on the so-called "sandwich generation"—the generation of people who find themselves simultaneously caring for elderly parents and their own children—will increase in the next 25 years in the most developed nations.
- Developed countries are currently home to the majority of those age 80 and older—estimated to be about 36 million people; by the year 2015, it is expected that the balance will switch, with the majority of those age 80+ residing in developing countries and projected to be about 63 million people.
- Institutionalization of the elderly ranges from 1 percent to 10 percent in developed nations, but stands at less than 1 percent in most developing nations.

### Census Bureau adopts six-person questionnaire for Census 2000

Although original plans called for a census questionnaire for the year 2000 that would accommodate up to five persons in a household, the Census Bureau has now adopted a six-person questionnaire. The Census Bureau has announced that the six-person questionnaire will retain the easy-to-complete design but also remain compatible with its system for data capture and mail-back questionnaire processing. Estimates place the number of mail-back households with seven or more members at slightly more than one million households, compared with four million households with six or more members.

Source: *Census and You*, December 1998.